

Happy New Year!

Agenda for 1/10/2012 ECC Meeting

- Roll Call, Approval of Minutes
- Visitors' Center update
- Auburn Marathon (April 22, 2012)
- ECC Website
- Parameters for Endurance Capital Range of Reference
- Possibility of a Rose Bowl Parade Float?

December 13, 2011 Endurance Capital Committee Meeting Minutes

10 a.m.; Administrative office, City Hall, Auburn, Calif.

Members Present: Harvey Roper (Downtown Business), Cynci Calvin (Secretary), Lisa Kodl (Cycling), Colleen Conley (Member at Large), Steve Holden (Member at Large)

I. Minutes from November 2, 2011 meeting approved.

II. Visitor Center Update

- Will invite Jan Decker to the January 10, 2012 meeting.
- jancdecker@visitplacer.com
- From Harvey: possibility of Auburn Endurance Capital Hall of Fame
- Location: Old City Hall building near Central Square.
- Harvey to get together with Greg Soderlund and Tim Twietmeyer to discuss.

III. ECC Website

- It is acceptable by the City to do our own
- City is investigating redoing their own website and is interested in what the ECC is doing.
- Need to decide if we should protect website name – auburnendurancecapital.com and optimize name recognition.
- Looking at website content management systems (CMS) such as provided by sitefinity.com

IV. Auburn Marathon ECC Aid Station

- Location will be early in the run.
- Steve will talk to his daughter Lindsay about doing this as an Interact project
- Harvey volunteered himself and his trusty truck

VII. Endurance Capital “range of reference” to be discussed at next meeting.

Next Meeting: Wednesday January 10, 2012; 10 a.m.; City Hall, Auburn

VIII. Meeting adjourned at 11:15 a.m.